

IN THE CLAIMS:

Please amend the claims as follows:

1. (Currently Amended) A web based system for marketing a product comprising:
 - a main computer device;
 - a first subsystem comprising a section for registration of suppliers of products and registration of information with respect to said products;
 - a second subsystem comprising a section for registration of vendors with available shelf space to display said products and registration of information with respect to the available shelf space and associated fees;
 - a third subsystem comprising a section for said suppliers to ensure there is available shelf space ~~as found~~ shelf space available in a vendor premise and for suppliers and vendors to negotiate for ~~required found selected, desired available~~ shelf space, reserving the ~~found selected, desired available~~ shelf space, and the supply and display of said products upon the ~~found selected, desired available~~ shelf space and payment of said fees;wherein said computer device is accessible by said suppliers and said vendors through internet connection means via the web and said subsystems are operably interconnected through the internet.
2. (Cancelled)
3. (Currently Amended) The system as claimed in claim 1, further comprising a fourth subsystem comprising a section for direct sales of said products.
4. (Previously Presented) The system as claimed in claim 1, wherein said system is maintained by a web provider.
5. (Currently Amended) The system as claimed in claim 1, further comprising a fifth subsystem comprising a section for viewing registered products.
6. (Original) The system as claimed in claim 5, wherein said fifth subsystem permits the viewing of registered products by location and category.
7. (Original) The system as claimed in claim 1, wherein said first subsystem includes an account section for maintaining account of products shipped, cost of shelf space, and sales information.

8. (Original) The system as claimed in claim 1, wherein said second subsystem includes an account section for maintaining account of incoming products, inventory and sales, and payments.

9. (Previously Presented) The system as claimed in claim 1, wherein said first and second subsystems further including messaging systems to permit vendors and suppliers to send messages to each other.

10. (Currently Amended) A computer-readable storage medium storing a set of program instructions installed on and executed by a computer, the program instructions comprising [[A]] a method embodied in a computer readable storage medium of marketing a product, comprising:

- (a) providing information on a product and a supplier of said product;
- (b) providing information on vendors with available shelf space to display said product, said information including information on available shelf space and cost of said shelf space;
- (c) negotiating with said vendors for selected, desired available shelf space ~~as found shelf space available~~ in a vendor premise, the supply and display of said product and payment for the display and sale of said products, and reserving the ~~found~~selected, desired available shelf space for the use of the supplier;
- (d) supplying said products to said vendors for display and sale;
- (e) accounting for the sale of said products by said vendors; and
- (f) providing supplier with a predetermined percentage of said sales.

11. (Currently Amended) The computer-readable storage medium ~~method~~ of claim 10, wherein the method of marketing a product [[which]] is web based.

12. (Currently Amended) The computer-readable storage medium ~~method~~ of claim 10, the method of marketing a product further comprising:

providing for direct web based sales of said product.

13. (Currently Amended) An internet based system for connecting an individual with a product available for sale to a store with space available to display that product and for marketing of said product, said system comprising:

a main computer device;

a first subsystem comprising a section for cataloguing specifications of products and identification with respect to product contact persons;

a second subsystem comprising a section for registration of vendors having available shelf space to display said products, including dimensions of shelf space available, fees, and vendor contact information;

a third subsystem comprising a section for suppliers to ensure there is available shelf space ~~as found shelf space available~~ in a vendor premise and comprising permitting the product contact persons to negotiate with said vendor for reserving ~~the found selected, desired available~~ shelf space, the supply and display of said products upon the ~~found selected, desired available~~ shelf space, and payment of said fees required for ~~the found selected, desired available~~ shelf space;

a fourth subsystem comprising a section for direct purchase of said catalogued products;

wherein said computer device is accessible to said individuals and said vendors through internet connection means via the web and all said subsystems are operably connected together and available through the internet.

14. (Currently Amended) The internet based system of claim 13, wherein said system is maintained by a ~~web provider~~ web provider.

15. (Currently Amended) The internet based system of claim 13, further comprising a fifth subsystem comprising a section for viewing of registered products by location and category.

16. (Previously Presented) The system of claim 1, wherein said first subsystem includes a supplier registration section and a supplier account section.

17. (Cancelled)

18. (Original) The system of claim 16, wherein said supplier registration section of said first subsystem includes a first section for supplier registration information, a second section for rules of use, a third section which generates username and password information for said supplier.

19. (Cancelled)

20. (Original) The system of claim 16, wherein said supplier account section includes a product information section, outgoing product section, sales report section, product returns section, direct sales order section and a messaging section.

Serial No.: 10/681,916

21. (Cancelled)
22. (Previously Presented) The system of claim 1, wherein said second subsystem includes a vendor registration section and a vendor account section.
23. (Previously Presented) The system of claim 22, wherein said vendor registration section includes a first section for vendor registration information, a second section for rules of use and a third section which generates username and password information for said vendor.
24. (Previously Presented) The system of claim 22, wherein said vendor account section includes a services and fee section; incoming product section, inventory and sales section, return products section, payment section and a messaging section.